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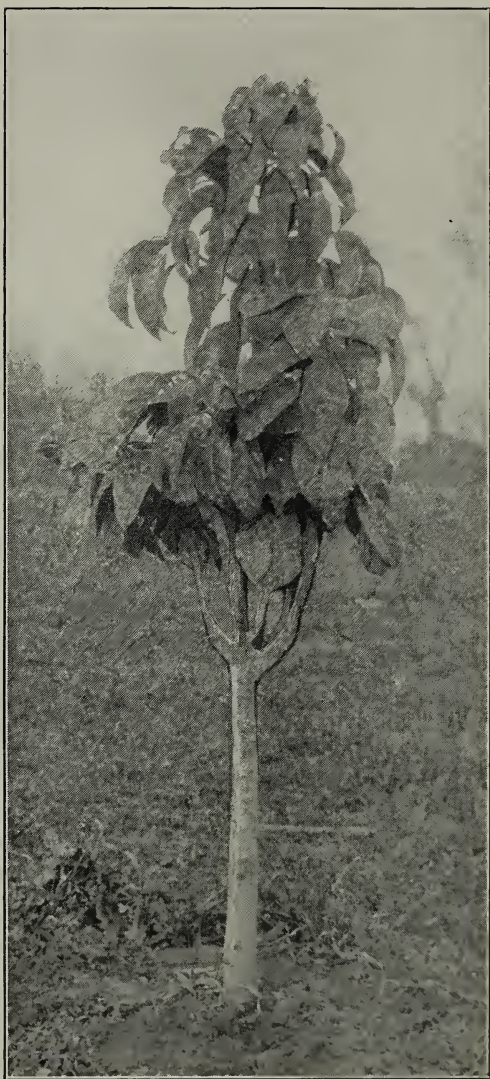
Harman Avocado Nurseries



THE FRUIT THAT WILL MAKE
THE ORCHARDIST
INDEPENDENT

STEARNS & HARMAN
317-19 CONSOLIDATED REALTY BUILDING
LOS ANGELES, CALIFORNIA

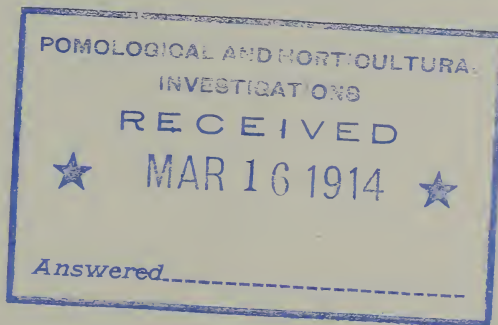
*Nurseries at Sherman, California, on the Foothill Boulevard
between Hollywood and Beverly Hills*



*Showing a one year old Harman
bud on the ranch of the Bangor
Development Company, in Butte
Co. Unprotected during the cold
of last January.*

APR 25 1917

Harman Avocado Nurseries





This is the parent Harman tree, growing in our Nursery at Sherman, Cal. Is 25 feet high, and has more than 1,000 fruit now on the tree.

Harman Avocado Nurseries

THE AVOCADO, in California commonly called "Alligator Pear", is a native of the American tropics, where it grows in the low lands as well as in the high table lands. The Avocado is grown in many places in the highlands of Guatemala, where the temperature frequently falls below freezing

The first mention of this fruit is made in Oviedos' reports to Charles V. of Spain in 1526. Since then it has been introduced into nearly all tropical countries, and in Florida is probably cultivated as an orchard tree to a greater extent than in any other country. California is just awakening to its possibilities as a very profitable tree for our orchardists to grow, and the experiments made so far show that it is well adapted to Southern California, growing prolifically in all localities suitable for citrus fruits. There are many varieties now growing in Southern California, some of which seem particularly adapted to our climate, in that they grow rapidly, bear a good crop of fruit regularly and at any early age. Some few varieties withstand cold much better than others, among these, the "Harman", which has no superior and is one of the oldest.

The parent Harman tree, located at our nurseries, on the foothill boulevard at Sherman, Cal., was imported from South America in the year 1899. It bore its first fruit when six years old, and has



This is a four year old Harman bud in our Nursery at Sherman, Cal. This tree stands 14 feet high and has 175 fruit on it this year.

Harman Avocado Nurseries

borne a good crop continuously since then. Its largest crop was 1200 fruit, and the present season has over 1000 fruit on it, notwithstanding the cold of last winter and the large quantities of Budwood taken from it; while one other tree in our nursery has over 2000 fruit on it this season. We have several four year old buds at our nursery that have from 140 to 175 fruit on the tree this year.

The Harman Avocado tree blooms in April, after the danger of frost is over, and matures its fruit in October, November and December, before the cold weather. Avocado trees should be planted in localities well protected from damaging winds, on account of the nature of the tree and fruit.

The Harman Avocado fruit is oval in shape, with a rather small seed. The color is green, tinted with pink or purple, and weighs from ten to fifteen ounces. It is thin skinned and the edible part is a yellowish color with a rich oily flavor, and is free from rag or fibre. It takes the place of meat, vegetables and fruits—and makes a very delicious salad, for which it is mostly used. When a taste for this fruit is once acquired, it is much sought after.

Avocado trees are set forty-eight to the acre.



This shows the fruit nearing maturity on a four year old Harman bud in our Nursery at Sherman, Cal.

Harman Avocado Nurseries

The following table is a very conservative estimate of what can be done by the orchardist.

<i>Age</i>	<i>Average Per Tree</i>	<i>Average Per Acre</i>	<i>Price</i>	<i>Net Per Acre</i>
2 years.....	10 fruit	480 fruit	25c each	\$ 120.00
3 years.....	25 fruit	1,200 fruit	25c each	300.00
4 years.....	50 fruit	2,400 fruit	25c each	600.00
5 years.....	150 fruit	7,200 fruit	25c each	1,800.00
6 years.....	300 fruit	14,400 fruit	25c each	3,600.00
7 years*.....	500 fruit	24,000 fruit	25c each	6,000.00

*Full bearing.

We can show you our trees at Sherman bearing twice this amount of fruit, all of which we sell at fifty cents each.

To the lot owner, who wants a beautiful ornamental evergreen tree, and at the same time one that will pay handsomely, it will pay you to investigate this.

To the citrus grower, who contemplates putting out any additional trees—this is the surest and biggest money maker you can plant.

To the new-comer, who contemplates investing in orchard properties, investigate this carefully—it will be dollars in your pocket in the future.

The following letters received by us speak for themselves:

Harman Avocado Nurseries

South Santa Anita, Cal., Aug. 23, 1913

STEARNS & HARMAN, *Los Angeles, Cal.*

Gentlemen: We know of no better way to prove our gratitude for your giving to the public your "Harman" Avocado, than to write you of our beautiful little tree, which last winter withstood a temperature of 14 degrees. And, while it of course dropped its leaves, it has come out beautifully, and made a more thrifty growth than last year, for which we are truly grateful. Our oranges, lemons and grapefruit trees froze to the ground.

We consider the "Harman" fruit one of the finest, and would recommend any one interested in Avocados to plant the "Harman," especially in localities where there is any danger of frosts.

Sincerely,

MR. AND MRS. WALTER T. HICKS.

H. A. WOODWORTH

622 NORTH MAGNOLIA AVENUE

Whittier, Cal., August 6, 1913

STEARNS & HARMAN, *Los Angeles, Cal.*

Gentlemen: Referring to your inquiry regarding the Avocado I own. My tree came from old Mexico. There is no special variety or name that I know of for the fruit. My tree was eight years old the middle of May, and commenced to bear when four years old, and has borne regularly since. The first crop I have no data on. The second year about 500, the third year 1,175, fourth year 3,000. I received for fruit last year \$1,493.50, for bud-wood \$1,713.50.

The tree will stand more frost than citrus fruit. The tree blooms in March and April. The fruit ripens in the fall.

The possibilities of this culture, in my opinion, far outranks citrus, and I believe it has a great future.

The fruit is very nourishing, and any stomach can handle it, as it contains neither acid or sugar.

Yours,

H. A. WOODWORTH.

RETURN TO POMOLOGY

SECTION OF THE HARMAN

1914

The Harman Avocado



THIS IS THE NURSERY TREE
WE SPECIALIZE ON

The Harman Avocado § § § §

THE HARMAN AVOCADO parent tree was imported from South America and is 14 years old. It bore its first fruit when 6 years old and has borne prolifically every year since.

A normal crop for a tree in full bearing is from 1000 to 1200 fruit. This year the parent tree matured over 1000 fruit, notwithstanding the great amount of bud-wood taken from it and the extreme cold of last winter, which prevented many other varieties of Avocados from bearing any crop at all. Several four-year-old Harman buds bore from 140 to 190 fruit this season, while one two-year-old Harman bud matured 21 perfect fruit.

The Harman Avocado tree makes the most wonderful growth, produces the largest crop, has the richest fruit and withstands the cold better than any Avocado known. It is truly the "*Marvel tree of the age.*"

§ § § § The Harman Avocado

We sold the entire crop from our trees this season at 50 cents each. At that price they would net the grower \$25,000 per acre. At 5 cents each they would net the grower \$2,500 per acre; but it will be a long time before prices reach 5 cents each, because it takes much time to establish nurseries and propagate and mature the trees. As the Government has stopped the importation of seed (on account of pests in foreign countries) seed must be grown at home, which will also tend to prevent over-doing the industry.

The Harman Avocado tree blooms in April and matures its fruit in October, November and December, before danger of freezing.

Experiments this season show the fruit can be kept indefinitely in cold storage, thus allowing it to be placed on the market every month in the year.

The Harman Avocado § § § §

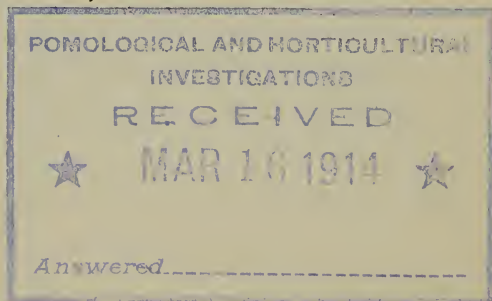
We grow our trees in the open (the same as citrus trees), ball and pack them ready for delivery and they are much hardier and not to be compared with trees grown under lath or in pots. The picture on our first page shows what they are like.

You are invited to call at our nurseries at Sherman, Cal., and see the parent tree and our young orchard and nursery stock. It speaks for itself.

Get in first on this new industry.

STEARNS & HARMAN
317 CONSOLIDATED REALTY BUILDING
LOS ANGELES, CALIFORNIA

*Nurseries at
Sherman
Whittier
Yorba Linda
West Riverside*



Harman Avocado Nurseries

BANGOR DEVELOPMENT COMPANY
SUNNY SLOPE — BANGOR TRACT
360 MILLS BUILDING

San Francisco, Cal., Aug. 20, 1913

STEARNS & HARMAN, *Los Angeles, Cal.*

Gentlemen: Replying to your inquiry of August 13, as to our success with the "AVOCADO" in Northern California, will say that we have about 5,000 thousand trees of this fruit, and about half of them already budded. We have nearly all the varieties we have heard of budded, and are budding the greater portion to the "HARMAN," as we found that it withstood the cold of last winter out in the open field without any indication of being affected by cold.

We also have the "WOODWORTH," "CHAPPELLO," "TAFT," "EELS," "WALKER," "LYON," "MILLER," "CHELLA," and "POLLOCK."

The "HARMAN" we know was undamaged, and was in a growing condition all through the coldest weather, as did many other varieties, some of which were partially protected with burlap. We feel that the future of the Avocado is assured, and we are budding about half to the Harman, and the balance to the other mentioned varieties.

Our tract, "SUNNY SLOPE," in Butte county, will be growing many thousands of these trees.

Wishing you success, we beg to remain,

Yours sincerely,

BANGOR DEVELOPMENT COMPANY.

W. W. BENEDICT, *President.*

We will gladly look over your land or lands you contemplate purchasing and advise you as to its adaptability to the Avocado. We would be pleased to have you call and inspect our orchard and nurseries.

Call at our office and have a talk with us.

Stearns & Harman
317-19 Consolidated Realty Building
Los Angeles, California
Phones: F-2879 Main 8837

Nurseries at Sherman, California on
the Foothill Boulevard, between
Hollywood and Beverly
Hills
Nursery Phone: Hollywood 1-R4